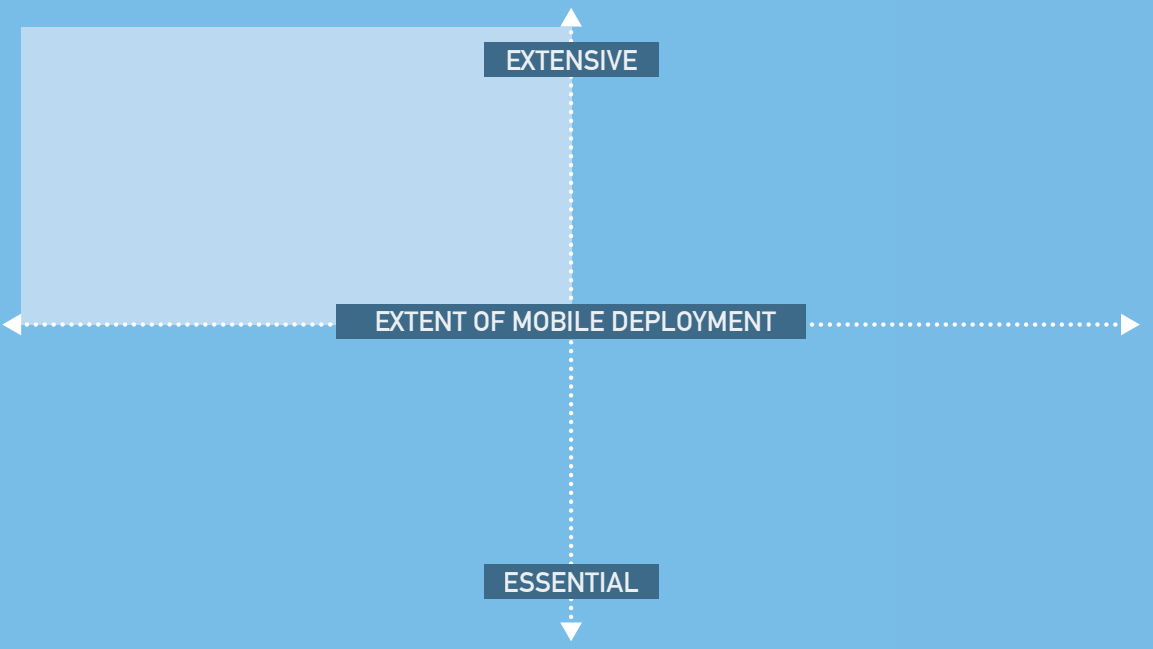


## Your Result: **EXPERIMENTER**

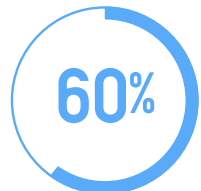
When it comes to digital transformation, mobile is the fastest path to value. Based on your answers, your organization understands the power of a great mobile experience – for customers and employees alike. You also know that innovation needs to happen quickly and will require new approaches to meet growing demand. But you may not be channeling resources effectively to create the most value for your customers, employees and your bottom line.

Integration is key. Reassess your strategy to prioritize budget, resources and business buy-in. Invest in a measured approach that’s still fast, but majors on meaningful mobile experiences that drive higher long-term ROI and help you uncover valuable new revenue streams.



## The Good News:

With the right strategy and approach, you can optimize ROI to make an even bigger business impact. Twenty-one percent of leaders say they expect their revenue to increase at least 10 percent as a result of their organization’s mobile initiatives.



...of organizations do not look for strategic alignment when prioritizing mobile initiatives.



...per mobile project is saved, on average, by leaders who take a balanced, integrated approach.



...of global executives say their most successful mobile projects achieve payback in 12 months or less.

## What’s next?

Fast track your mobile strategy success:

- 1** [See how one industry innovator is speeding mobile innovation with Agile and Design Thinking](#)
- 2** [Redefine work to empower every employee — anytime, anywhere](#)
- 3** [Learn the secrets to delivering great mobile apps at market speed](#)

Send this report to my team